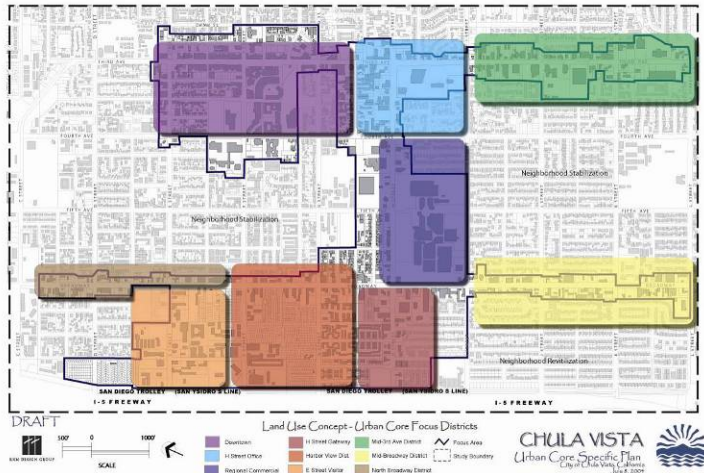


City of Chula Vista Urban Core Specific Plan



Visual Preference Survey – Preliminary Results

August 13, 2004
Urban Core Specific Plan Advisory Committee

DOWNTOWN

Low to Mid-Rise

Top-Rated Images:



88% Appropriate
6% Neutral
6% Not Appropriate



62% Appropriate
25% Neutral
12% Not Appropriate



62% Appropriate
12% Neutral
25% Not Appropriate

Bottom-Rated Image:



0% Appropriate
25% Neutral
75% Not Appropriate

H STREET OFFICE

Mid to High-Rise

Top-Rated Images:



94% Appropriate
6% Neutral
0% Not Appropriate



81% Appropriate
19% Neutral
0% Not Appropriate

Bottom-Rated Image:



12% Appropriate
12% Neutral
75% Not Appropriate

MID-THIRD AVENUE

Top-Rated Images:



75% Appropriate
12 % Neutral
12% Not Appropriate



69% Appropriate
25% Neutral
6% Not Appropriate

Bottom-Rated Image:



0% Appropriate
12% Neutral
88% Appropriate

CHULA VISTA REGIONAL COMMERCIAL CENTER

Low to Mid-Rise

Top-Rated Images:



81% Appropriate
19% Neutral
0 % Not Appropriate



81% Appropriate
19% Neutral
0 % Not Appropriate



81% Appropriate
19% Neutral
0% Not Appropriate

Bottom-Rated Image:



25% Appropriate
19% Neutral
56% Not Appropriate

NORTH BROADWAY DISTRICT

Top-Rated Images:



75% Appropriate
12 % Neutral
12% Not Appropriate



69% Appropriate
19% Neutral
12% Not Appropriate



69% Appropriate
12% Neutral
19% Not Appropriate

Bottom-Rated Image:



6% Appropriate
0% Neutral
94% Not Appropriate

E STREET VISITOR DISTRICT

Mid to High-Rise

Top-Rated Images:



88% Appropriate
0% Neutral
2% Not Appropriate



81% Appropriate
19% Neutral
0% Not Appropriate

Bottom-Rated Image:



6% Appropriate

0% Neutral

94% Not Appropriate

HARBOR VIEW DISTRICT

Low to Mid-Rise

Top-Rated Images:



94% Appropriate
6% Neutral
0% Not Appropriate



81% Appropriate
12% Neutral
6% Not Appropriate

Bottom-Rated Image:



0% Appropriate

0% Neutral

100% Not Appropriate

H STREET GATEWAY

Mid to High-Rise

Top-Rated Images:



81% Appropriate
6% Neutral
12% Not Appropriate



75% Appropriate
19% Neutral
6% Not Appropriate



75% Appropriate
 6% Neutral
 19% Not Appropriate

Bottom-Rated Image:



25% Appropriate
 12% Neutral
 62% Not Appropriate

MID-BROADWAY DISTRICT

Top-Rated Images:



75% Appropriate
12% Neutral
12% Not Appropriate



75% Appropriate
6% Neutral
19% Not Appropriate

Bottom-Rated Image:



0% Appropriate

0% Neutral

100% Not Appropriate

PROPOSED GENERAL PLAN HEIGHT CATEGORIES:

Low Rise	1 to 3 stories
Mid Rise	4 to 7 stories
High Rise	8 or more stories